IF THE ANCESTORS OF THE "400" WERE ALIVE TO GO TO THE OPERA



From Honest Toil and Self-Denial

SLOANE.—There is no record of the Sloanes in the early days of New York's history, but no list of the families prominent in society at the present day would be complete without a reference to them. The Sloanes inherited a fine carpet business, which was built up by an ancestor who was as good a judge of Brussels or Axminstor as any in the city in his day. This fine commercial institution they have broadened and extended, until it is the leading purpet house in the city at the present time. W. D. Sloane married a daughter of William H. Vanderblit and is the father of an interesting family, and a genial, prosperous gentleman. There is no one better able to judge a carpet than he, while of oil-cloth, lineleum and matting he has an extensive knowledge.

BURDEN. The amount of money represented in the Burden jewel robbery would have more than bought out the original Junk business from which the vast Burden iron industries have grown. Up at Troy the Burden furnaces extend now over a large area. But this great business had a small beginning two generations back, when contracts for even the smallest quantity of iron were not desplaced by the founder of the family.

There is nothing for the leaders of the 400 to be ashamed of in the showing on this page to-day. If the beginnings of some of the families now great in New York society were humble, just so much more credit is due to those families for what they have done—for the way they have risen. It is a striking illustration of exactly what American democracy means—that democracy which creates out of itself an aristocracy ever changing because merit is its foundation.

family were founded by old Peter Cooper, whom many residents of New York remember to have seen riding about the city in a queer old buggy, wearing big steel spectacles and whiskers under his chin, and having an air of great benevolence. In early life he went into the gine business, and the industry he founded is still carried on, although its odoriferous product is now described as "gelatine." Abram S. Hewitt became tutor in the family, and married Miss Cooper. Both he and Edward Cooper, son of Peter Cooper, have been Mayor of New York. Peter Cooper, however, was the most distinguished member of the family, and his public benefactions will make him long remembered.

VANDERBILT—Commodore Vanderbilt,

COOPER-HEWITT-The fortunes of this

VANDERBILT—Commodore Vanderbilt, three generations back, began life as a small farmer on Staten Island. He was also a ferryman and a clam digger. At one time he was an innkeeper at New Brunswick, N. J. His ancestors were truck gardeners and small farmers about New Dorp, S. L. where their graves are to be seen in the old Moravian Cemetery, overlooked by the magnificent mansoleum built, by his descendants. The farm cultivated by his son, William H. Vanderbilt, father of William K. and Cornelius, is still owned and operated by the family. William H. was for many years a small farmer, with an income of less than \$1,000 a year. His widow died quite recently. The only mention of the family in the city directory of 1786 is this: "Oliver Vanderbilt, shoemaker,

ASTOR-John Jacob Astor, the founder of this familily, emigrated from Waldorf, in Germany, to England. There by trading He first began business here selling gultars, violins, accordions, jewsharps and whistles, but soon dropped that and went into the fur business. He made trips as far north as Albany, trading with the Indians for beaver skins and these he treated in New York for export. Soon he extended his operations and became the leading furrier in America. He foresaw the growth of New York and livested his savings in land. Whole blocks in this city he bought for less than \$100. He inaugurated the policy which has since been followed by his descendants to buy, but never to sell city real estate. He was one of the richest men in this country at the time

GOULD-Jay Gould, father of George Gould and of the Counters Castellane, first appeared in New York as a seller of rat traps. He did not make a success of this, and then he turned land surveyor. He got out a map of Delaware County, which he sold to the farmers. Then he went into the tanning business, becoming part owner of a small tannery in Pennsylvania. Getting into a dispute with his partner, he took forcible possession of the tannery at the head of a gang of ruffians he had brought from New York, and he held the place by force for several days. A suit is now pending against bis heirs on the part of a woman who claims Gould married her at Rouse's Point when he was known as John J. Gould, surveyor. The great fortune he left was acquired late in life by bold speculation in railread prop-

terties.

LORILLARD—This family has continued the business founded by its progenitors. Peter Loriliard started a little snuff mill on the Bronx River early in the century, and it is still to be seen there. He opened a snuff and general tobacco store on Chatham street, now Park Row, near the corner of Dunne. Here the snuff made on the Bronx was sold, together with clay pipes, matches, dog-tail tobacco and twist." The retail branch of the business was given up some time since, but is still continued on the same spot by the successor of the Lorillards. The snuff grinding business has been transferred from the Bronx to Jersey City, where the immense Lorillard tobacco factory emister the street of here of the street of the st

ploys thousands of hands.

HOFFMAN.—This distinguished family, which has given one Governor to New York State and has mingled its blood with namy of the leading families in New York society, was settled in trade in this city over a century ago. They dealt in groceries. The Hoffman grocery was at No. 71 Broadway, where Russell Sage, who, by the way, was himself a grocer in his early days, now has his office. That is where the city directory of 1756 locates the business of Mrs. Hoffman, and she lived at No. 27 John street. Mrs. Hoffman served the customers herself, dealing out tea, sugar, caudies and salt, and she bore the reputation of being a woman of enterprise and feet dealing.

Butchers, tinkers, junk dealers, clam diggers, tailow chandlers and tailors are represented by their descendants in the front maks of the New York society of the present day. The occupants of the boxes at the opera have nearly all inherited their wealth from those who amassed it in humblo trades, if indeed, they did not accumulate it themselves by the purchase and sale of ordinary commodities.

No family that is prominent in the leadership of New York society appears to have been founded by a member of one of the learned professions. Upon the contrary, the yardstick and the tape measure, the scales of the merchant and the tools of the artisan appear as the foundation stone of nearly all of our first families. The "ancestors" of the 400 only one or two generations back, seem all to have been hustling shopkeepers, as the following list will show

MORTON.—Governor Levi P. Morton began his commercial life as a tailor at Hanover, New Hampshire, where he manufactured clothes for the Dartmouth College students. Hanover is but a small town, not having even a railroad station, and Dartmouth College gives it the only social life it possesses. Governor Morton was the leading merchant of the place. There are people in New York to-day who claim to possess clothes made by him during these early days. He soon left Hanover, and went into the dry goods business. From this he realized a fortune, and then he went into finance, founding the banking institution of which he is now the head. Besides being Governor of New York, he has been Minister to France and Vice-President of the United States.

REMSEN.—The founders of this old New York family were in the grocery business a century ago. At No. 7 Whitehall street the Remsens, W. and J., sold sugar and tea, soap, candles, beeswax, molasses, snull, butter, lard and hard tack. Another one of the Remsens, John, was in business at the same time, 1786, as a general merchant, at No. 20 King street, while Henry Remsen conducted a general merchandiss business at No. 8 Hanover square. The family was thus well represented in the commercial life of New York a century ago. They were at that time the most prominent grocers in New York.

LEARY.—One of the most curious trades which has given leaders to New York society is that of hatter. The late Arthur Leary was the predecessor of Ward Modilister in being the leader of the 400, and his alster, Miss Leary, is prominent in society at the present day. Their father supplied hats to a previous generation of New Yorkers, and had a shop near the Astor House.

OGDEN-MILLS.-The founder of this emparatively new family in New York sociery, Darius O. Mills, is the present owner of the Mills building, and the father of Mrs. Whitelaw Reld and of Mr. Ogden Mills: Mr. Mills began life selling household goods from place to place, in the laterior of New York State. He found this unsatisfactory, and started for California, arriving there just in time to take the tide at its flood. At first he was interested in the hardware basiness, selling picks to the miners, fire-arms to the desperadoes and rubber boots to the engineers. He then went into railroading, in watch he accumu lated millions, which he returned to New BRADLEY-MARTIN.-Not so very long

ago there was a cooper in this city who devoted his life to making barrel staves, kegs for beer and hogsheads for tobacco, whose granddaughter is now the Countess of Craven. The cooper's name was Isane Sherman, and the kegs he made are said to have been the best turned out from any New York cellar during his time. His daughter is Mrs. Bradley-Martin, who married her daughter to Lord Craven. W. Watts Sherman is another inheritor of some of the millions left by this enterprising cooper. There are many of the barrels made by old Sherman in existence at the present time, but the barrels of money he left are creating a good deal more stir in the world.

SCHERMERHORN-This old New York family traces back to an ancestor who is de-scribed in the New York Directory of 1786 "Sam Schermerhorn, ship chandler, Prince." Thus for more than a hundred years the Schermerhorns have been residents of New York, untenating the Astors, the Delanceys, the Kanes, the Lorillards. the Stuyvesants and others whose names are not to be found in this first New York chandler, was well-known along the water front a hundred and ten years ago. He everybody called him "Sam" He was so unpretentious that he apparently made no rectory. At his store, No. 12 Prince street, he sold tallow dips, twine, tar, nalls, some and caudies, and there were none better in the New York of those days.

BURKE-ROCHE.—This name is properly Roche, and it is a good old Irish name, but when Miss Fannie Work, of this city, married the brother of Lord Fermoy, she hyphenated the name and called herself Mrs. Burke-Roche, though there is no such name in the peerage. Her husband's name is J. B. B. Roche. Her sister is Mrs. Cooper-Hewitt, who also hyphenated her name without apparent cause. Their father is Mr. Frank Work, as genial a gentleman as ever set foot in the Stock Exchange. He began life in this city as a dry goods cierk, and he was a good one, too. His love of horse-flesh led to an acquaintance with Commodore Vanderbilt, who took a fancy to him, persuaded him to go into Wall Street, and promised to give him his brokerage business. Mr. Work did so, and became a millionaire banker and one of the most popular men in Wall Street, from which he retired from active business years ago.

1896

KING.—The Kizgs were prominent in the commercial life of New York a century ago. Francis King, in 1785, was an inn-keeper at No. 10 Front street, where he sold rum and gin and musty ale, and gave accommodation to man and beast. His inn, which in these days would be called a gin mill, was a popular resort for saliors, who there found relexation and the creature comforts. John King at the same time was a tailor doing business at No. 56 Broad street. He lived at No. 2 William street, and another of the same name was in partnership with his brother, Abram, as a general merchant, at No. 16 William street. The Kings, taken altogether, did a large business, dealing in everything from dry goods to wet goods and supplying warmth for the inside as well as for the outside

HIGGINS.-The Higginses were late arrivals in New York. This distinguished family claim relationship to the Almirante Higgins who became illustrious in the history of South America. Their immediate ancestor arrived in this country from Ireland without any thirst for military glory, but with a practical knowledge of weaving, which he at once began to put into effect. He started a small carpet factory. Old Higgins knew carpets from the ground up, and what he did not know about the business was not worth knowing. His business grew rapidly. When he died he left a vast estate, estimated at millions. Mrs. Mortimer Brooks inherited part of this wealth, but the greater share went to Eugene Higgins, the dashing young milltonaire who is now cruising in his new yacht in Southern seas.

SCHIEFFELIN.—The Schieffelius are intermarried with the Vanderbilts and with other families prominent in New York society. The Schieffelin fortune was made in the apothecary line of business. From a small chemist shop, opened in a downtown street by the founder of the family, the business has grown to large proportions, and is still conducted at the corner of William and Beckman streets, where everything

from shaving soap to corn plasters is sold. GEBHARD.—A Washington Market butcher, accumulated the fortune that made Mr. Fred Gebhard possible as a conspicuous agure in New York society. The original Gebhard sold butter and cheese as well as pork shops and spare ribs, and among his customers were many swells. Mrs. Frederick Neilson also inherited some of this match.

WATERBURY .- Over in Williamsburg the original Waterbury started a ropewaik with a small boy to help nim, but with plenty of energy and ambition. He made ropes for the ships that came to New York in the early days of the century, and they were hand-made, of fine hemp, unlike the machine-made ropes of the present day. The ropewalk, which became more and more prosperous with advancing years, was handed down from one generation to another, realizing millions of dollars for the Waterburys, until it finally wound up in the great Cordage Trust, the conception of that brilliant financier, James M. Waterbury. The Cordage Trust smashed the Waterbury fortune, and now James M. Waterbury has taken off his cont gone back to work at the old shop to try pad make it over again.

POST.-There have been Posts in New York from the time of its earliest settle ment, and the Posts are prominent here at the present day. The earliest member of this family of whom there is record was Jethan Post, who conducted a butcher shop at No. 8 Cherry street. Butcher Post sold tripe, pork and choice cuts of beef to the New York swells of a century ago, and he delivered his own ments at their houses. He lived upstelrs over his butcher shop, and history records that he was one of the first men every morning to open his shop for business in the city. He lived to a good old age, and left numerous descendants, who have intermarried with other distinguished families.



HOW AMERICAN DEMOCRA

CY IS ILLUSTRATED

BY AMERICAN

ARISTOC.

to Luxury and Social Idleness.

HAVEMEYER.—The Havemeyers like Napoleon, were their own ancestors. From a small iron pot in which they began boiling sugar their refinery has grown to matamoth proportions in one generation. A few barrels of sugar per week were turned out by the original refluery in the Eastern District of Brooklyn, but now H. O. Havemeyer and his brother, Theodore, control the market of the entire country east of the Rockles. They are constantly investing the profits in

New York Chy real estate.

LAWHENCE.—This is one of the oldest families in New York. A century ago. If you were furnishing a house and asked where you should buy your china and glassware, everybody would have told you to go to the store of Richard Lawrence, at No. 76 Golden Hill. This Hichard Lawrence, who sold jugs, mugs, pots, cuspidors and other useful articles of china and glass, accumulated what was a fortune for those days, and left a large family of children. These, with their descendants, have spread the name of Lawrence throughout the ranks of society, and the Lawrences of the present day point to more than one here whom their family has given to the country.